Boardroom

Boardroom Guide

This guide has been written to support all our teams in their understanding and use of the Boardroom. We have a number of Boardrooms across our stores globally, each different in size and style yet they all share the same vision and purpose.

This guide will help you:

- Understand the Boardroom vision
- Define what success looks like
- Prioritize and schedule Boardroom activity
- Understand Boardroom standards

Our store team in Apple Williamsburg, New York

Vision

The Boardroom is an intimate and hands-on environment designed to showcase any solution a business may need.

It's flexible enough to support the needs of new ventures just starting out, help established companies looking to grow and allow thriving businesses to evolve.

The Boardroom can be used by all stores within a market. While primarily designed to help business customers, it can be used to improve the customer experience for many others.

i The Boardroom in Apple Union Square, San Francisco

What Success Looks Like

Success is when the Boardroom is full of the right activities.

Our teams can support this by having a clear understanding of:

- The Boardroom vision and the role it plays in the customer journey.
- What activities the Boardroom can be used for and how to schedule them.
- How to introduce the Boardroom during store tours.
- How the Boardroom can be used to support business relationships throughout the community and our overall customer experience.

i The Boardroom in Apple Union Square, San Francisco

Boardroom Standards

Always ready to go.

It's important the Boardroom remains refreshed and ready to be used at all times. It's everyone's responsibility to protect the environment and ensure customers experience the very best of Apple from the moment they step into the space.

The Boardroom should be reset by making sure:

- Chairs are correctly positioned around the table
- Soft seating areas are aligned with the table furniture
- The table is clear from any paperwork or devices
- Demo products and placed on charge in the credenza
- Books and accessories are arranged into their original positions

i The Boardroom in Apple Regent Street, London

Creating the Right Experience

In the Boardroom, teams help businesses Start, Grow, and Evolve. The Store Leader will be responsible in allocating an individual for owning the Boardroom schedule, in most cases this would be the manager with Business as their AOR. They should support the scheduling of the following activities in the order shown below. For any other use case, or if you experience scheduling conflicts, work with the Business team or Store Leader to resolve.

Activity	Description	Requires scheduling
Briefing with Business Customer	The Boardroom sets the perfect stage for Business Briefings generated by the store or surrounding stores within a market. Use the Briefing Experience guide on RetailMe to deliver great experiences.	Yes
Business & Education Sessions	Business & Education Sessions should primarily be held at Forum tables however, the Boardroom can be used if doing so would provide the best customer experience.	Yes
Accessibility Sessions	Accessibility Sessions should primarily be held at forum tables however, the Boardroom can be used if doing so provides the best customer experience.	Yes
Joint Venture Training	Customer-facing Joint Venture training sessions can be delivered in the Boardroom.	Yes
PR Briefings	At key times, such as at new store openings or new product launches, the PR team can use the Boardroom to host media and VIP activity. These should be organized through the Business Team.	Yes
ACN Networking Event	The Business Team can host their local ACN community in the Boardroom to help build relationships.	Yes
Green Room	The Boardroom is to be used as a green room to support high profile/VIP talent only.	Yes
Business Introduction	The store team can bring customers to the Boardroom to continue a qualified business discussion that began in the Product Zone.	Only use the Boardroom for these activities if its not already engaged.
Store Tour	The store team should introduce customers to the Boardroom and Business Team when conducting a store tour.	

Scheduling the Boardroom

Managing Boardroom Availability

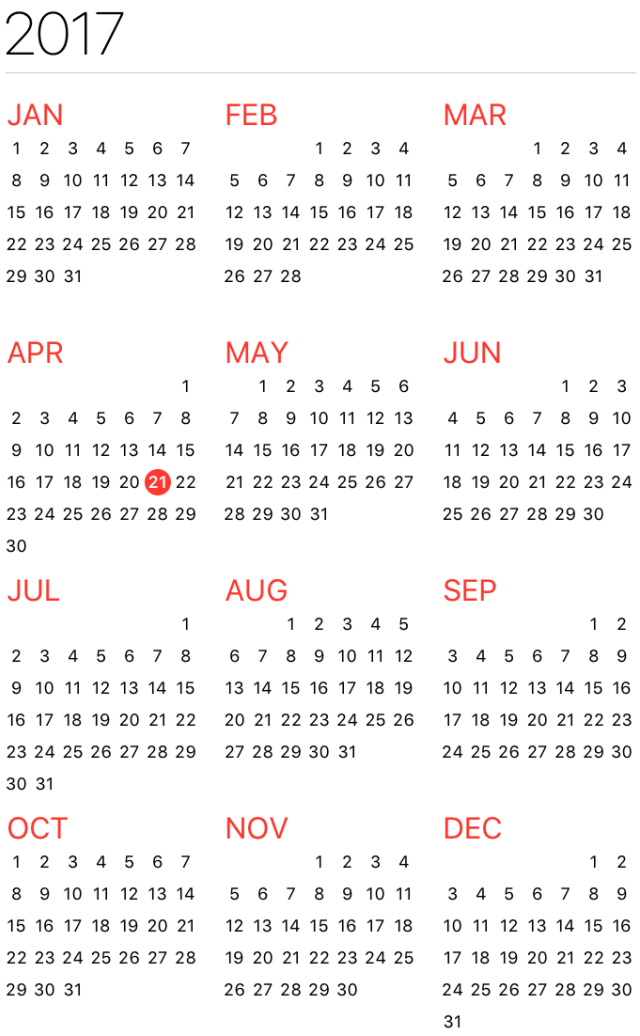
Use these steps to help you set up the Boardroom as a conference room in Apple Directory. Once complete your team will be able to easily see the Boardroom's availability and book sessions.

Setting up the Boardroom in Apple Directory

In Apple Directory, create two groups for your Boardroom.

- One group for team members who will have permission to schedule the room activity (read and write).
- One group for team members who simply need visibility of the activity that has been booked (read only).

Start the process at least two weeks before your store or Boardroom opening. Before starting, note the number of seats that are in the Boardroom and the floor level location.



Set up your Read and Write Group

1 In Apple Directory, create a New Group with Read/Write access for CRD (Conference Room Delegation).

New Group Assistant
Group Name and Description
Enter your group's name and description.
Name: CRD-Store Name Boardroom RW
Description: Rxxx Apple Store Name Boardroom Delegates (Read/Write)
The description will help others understand the purpose of your group
Click Continue to customize the group settings, or click the Skip Assistant button to create the group using default settings.
Skip Assistant
Continue

2 Under Group Type, select Apple-only internal Group.

New Group Assistant
Group Type
What type of group do you want to create?
You may select a common group type or create a custom one.
Apple-only internal group
For confidential Apple Projects
Membership Apple only
Email accepted from: Any Apple email address
Third party selected group
For confidential work with suppliers/developers under NDA
Membership Mixed Apple and selected non-Apple members
Email accepted from: Group members only
Open community group
For public non-confidential mailing lists
Membership Anyone may add themselves to the group
Email accepted from: Anyone
Custom group
For creating a group with custom settings
Go Back
Continue

3 Store and markets need know that you have a Boardroom. Select Yes to publish the group in Apple Directory and click Continue.

New Group Assistant
Publish Membership and Open Directory
Do you want to publish the group's membership list?
Publishing allows internal Apple applications, such as Apple Directory to display the group's membership list.
Yes
Publish the group's membership list within the Apple community. Group membership must be published in order to sync to Open Directory.
No
Restrict ability to view the group's membership list to those with sufficient privileges to do so from within Apple Directory.
Do you want to sync this group to Open Directory?
Syncing to Open Directory allows the group to be used to control access to Open Directory-enabled services such as web and file servers, wikis and iCal delegate groups.
Sync group to Open Directory
Open Directory sync can take up to 5 hours to complete.
Go Back
Continue

4 Check the details and click Create Group.

New Group Assistant
Conclusion
Your group will be created with the following settings.
You may change them afterwards while editing the group.
Name: CRD-Store Name Boardroom RW
Description: Rxxx Apple Store Name Boardroom D...
Contact Person: Shona Scott
Membership: Apple-only, published internally
Allow Self-add: No
Email Accepted From: Everyone, Apple only addresses
Owners Group: CRD-Store Name Boardroom RW
Can be a Member: No
Open Directory: Group will sync to Open Directory
Go Back
Create Group

Repeat Steps for your Read-only Group

This calendar is for teams who only need visibility of the Boardroom Schedule.

5

Make your new group Read Only.

Mirror the previous steps.

New Group Assistant
Group Name and Description
Enter your group's name and description.
Name:
CRD-Store Name Boardroom RO
Description:
Rxxx Apple Store Name Boardroom Delgates (Read Only)
The description will help others understand the purpose of your group
Click Continue to customize the group settings, or click the Skip Assistant button to create the group using default settings.
Skip Assistant
Continue

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Once you've set up both groups send this information to fsp@group.apple.com

Room Name: Store Name, Boardroom

Capacity: Number of Seats

Building: Store Name

Floor: Floor Level (Basement, Ground, First…)

Contact Person: Store Leader

Auto Accept: NO

Read/Write Delegate Group: Store Leader Name/Manager with Business AOR Name/ Programming Expert Name*

Read Only Delegate Group: Business Leader Name, Business Pro Name (all within market), Business Expert Name (all within market).

*High Profile programming stores only